

City Council Agenda Item Memo

From: Jacob Meshke, Deputy City Manager

Council Meeting: May 21, 2024

Subject: Presentation: Economic Development Master Plan Dashboard

Presenter: Jacob Meshke, Deputy City Manager

Summary:

The City and economic development partners have worked collaboratively over the past six (6) months to develop and launch the [Economic Development Master Plan Dashboard](#), which provides a user-friendly and interactive experience to track progress and next steps on economic development initiatives, key data points and performance metrics, and overall progress of the Community Economic Development Master Plan.

Background:

The City contracted with consultant Resonance in April 2022 to create a Community Economic Development Master Plan. The City, economic development partners, business/community leaders, and Resonance worked collaboratively to construct a master plan that would provide a comprehensive review of the current economic development environment, benchmark best practices of peer and aspirational communities, conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis, and create a roadmap for future action.

The City Council adopted the Community Economic Development Master Plan in January 2023 after a 10-month process of community engagement, community / business surveys, benchmarking / industry cluster analysis, steering committee meetings, stakeholder discussions, and community workshop. Economic development partner agencies provided an initial progress update to City Council on the Master Plan in September 2023.

The City and economic development partners have worked collaboratively over the past six (6) months to develop and launch the [Economic Development Master Plan Dashboard](#). The [Dashboard](#) provides a user-friendly and interactive experience to track progress and next steps on economic development initiatives, key data points and performance metrics, and overall progress of the Community Economic Development Master Plan.

The [Economic Development Master Plan Dashboard](#) will be updated bi-annually going forward. Economic development partners will present annual progress updates on the Master Plan to City Council.

Supporting Documentation:
Community Economic Development Master Plan